THE ORIGINAL

MOONBEAMS

Smallest Newspaper in the West — Circulation Under 1,000,000

DAILY

Except—Saturday, Sunday, Monday, Tuesday, Wednesday & Thursday

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Don't Let This Happen To You... Vote

IN THE VALLEY OF THE MOON

Well. . . Well. . . Well. . . Nobody we know wants to be hit by a new state sales tax on food and other items now exempt. . . So Vote No on 17. . .

It should be common knowledge by now that the bait dangled by No. 17—token cuts in sales levies and in lower bracket State income taxes—is a fraud and a delusion. . . To take $50 million out of the State's income, as even the proponents of Prop. 17 admit it would do, would only be to force the Legislature to seek new sources of revenue. . . And those sources are terribly scarce, as your Assemblyman and Senator will tell you. . .

Thinking citizens face up to the fact that we must pay for what we get from the government. . . If we feel we aren't getting enough for our money we have ways of correcting the situation—but bankrupting the government and undermining the State's economy is not one of them. . .

Proposition No. 17 spells catastrophe for California. It could happen here, but it won't—if California voters use their good, sound common sense and vote an overwhelming NO on Prop. No. 17. . .

Thank you,
The Publisher

MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa is the place to get the best Barbecued Steak for only $1.95 . . . also bar.

Seems like everytime we go to the Four Corners Cafe, they always have a crowd. . . There must be a reason. . . We don't drink their Steam Beer, but we can vouch for their Pizzas.

LONDONSIDE, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

"Inherit the Wind" will be presented Oct. 31 and Nov. 1, 7 and 8 at 8:15 p.m. in the Little Theater in Pioneer Hall, Santa Rosa Junior College.

ADOBE DRUG (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971
Prescription Specialist Veterinary Supplies

Swivel auto seats may be the way out of a national calamity if the engineers can contrive them so they will ditch the reckless driver before his mission is accomplished.

FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.

Dept. of Motor Vehicles this week is mailing license renewal statements to 14,000 motor vehicle dealers, wreckers, manufacturers etc. to do business in the state.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service, Free pickup. We do our own cleaning. WE 8-5830

A "Yes" vote on Proposition 4 will assure an increased prosperity for all of California. . . The small boat business will soon be big business. . .

BROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

Statisticans find that nine out of 10 women are knock-kneed." And for years we'd been thinking that statisticians never had fun.

Christmas is just around the corner and to help you do your Christmas card shopping early, Moonbeams will be happy to start working on a special card just for you. . .

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

An old timer is one who can remember when a wife put food into cans as well as taking it out.

Did you know that it now costs 50c to cross the Golden Gate Bridge each way?'? If you don't believe it, I will be happy to let you pay my toll on the next trip to San Francisco . . . and back...

BILLIE'S RESTAURANT (formerly Susan's) W. Napa, Sonoma. Short orders or full meals. Where Truckers' stop for coffee!

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied Stock — wines, beer. whiskeys, liquors.

Sonoma County lost a fine officer when death called Vernon Silvershield, Coroner and Public Administrator for 18 years.

The next big event in our life, will be reading the first edition of the Daily Review, next Monday we hope? ? ?

R. A. "BOB" MILLER —o— "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Coming from a source well informed in such reports, Louella Parsons of Hollywood gives with the news that Marilyn Monroe is soon to "blessed event." This leaves nothing further to be said except that Opportunity rates a pat on the back for persistence. . .

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Don't forget to pay off your election bets with a quart from the Glen Ellen Liquor Store. . .

Ye ole Publisher has been feeling so punk the past week we couldn't stand the sight of a cigar let alone try to smoke one of the Valley of the Moon Cigars, which are tops. . .

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

You are welcome Saturday between 2 and 6 p.m. to attend an "old fashioned open house" at the new offices of Wm. G. Raymond.

We understand that the Sonoma County Board of Supervisors made another big mistake this week. . . Might take them 50 months to find it out. . .

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

You can read all you want about these new slenderizing machines, but you can't beat Lee Starrett, Massuer at the Bathhouse in Boyes.

We sure can't recommend the Pacific Greyhound Lines Express Service. We need a package in a hurry. . . Placed order by phone. . . Package arrived some 20 hours later. . . That is some service for only 30 miles. . .

PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, you will find the dining room open every day and evening.

MOONBEAMS
Founded by — Colonel E. A. Little

Published every Friday by Private Bill Sandlin, P. O. Box 446, Boyes Hot Springs, Calif. $1.89 per year by mail, pickup, free.

Sgt. Stanley A. Flandi is now stationed at the Marine Base at Twentynine Palms.

Courage-Leadership

Governor Goodwin J. KNIGHT

United States Senators appear upon the International stage and demanded are men with minds unfettered by narrow boundaries and politics. "America has never been timid," says Governor Knight. "We have told the world's terrorists what we would do if they toyed with the lives and liberty of free people."

WE OWE THE NATION A TRAINED LEADER

Governor Knight combines legislative, judicial and ex-executive experience — as former Lieutenant Governor, Superior Court Judge, California's Governor.

KNIGHT X For U.S. SENATOR

KNIGHT FOR SENATOR COMMITTEE

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

Don't forget the Hallowe'en party at the Palms Inn tonight and Saturday. . . Special Dinner $1.50 Plus 3 Pc. Combo.

Dinner guest: "Will you pass the nuts, professor?" . . . Professors, absent-mindedly: "Oh, I suppose so, but I should flunk the lot of them."

MIRACLE 3 MINUTE CAR WASH — 1010 Santa Rosa Avenue, Santa Rosa—Open 9 a.m.-5 p.m.—Sun. 9 a.m.-2 p.m.—Closed Tue.

Gene Moretton was elected president of the Sonoma Valley Little League Association, he succeeds Jim Gordon.

WANTED 68,237 Voters in Sonoma Co. to Vote Yes on Prop. 18.

Well we are glad to see the gang at Mendel's Cafe in Boyes back on the job after a little well earned vacation. . . Yes they are the people who have the best Spanish food in this area. . .

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

"Doctor, you've got to do something," the owner of a Great Dane told his veterinarian. "My dog does nothing but chase sport cars." . . . "Well, that's only natural," said the doctor. "Most dogs chase cars." . . . "Yes", the man agreed, "but mine catches them and buries them in the yard."

The El Verano Improvement Club will meet Nov. 6th at 8 p.m.

REMEMBER . . . It's CLEM MILLER for CONGRESS, when you go to Vote on November 4th. . . Yes Clem Miller is the name.

Sure a funny world. . . There is a man who lives here, that drives to Cloverdale every day. . . Met a woman this week who lives in Cloverdale and drives here five days a week. . .

Can any of you good readers tell us what a mouse does with his tail at night??? Please send answers to Moonbeams c/o Box M.

Button, Button, who has got the $20,000.00 in Sonoma???

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accommodations. A fine place to rest and relax.

Remember Ye ole Publisher will be around to collect election bets next Saturday. . .

The Chicago Bears checked in at the Sonoma Mission Inn this week. . . Guess they were just looking the new rest home over, just in case they retire after this season of football. . .

Drive Carefully—It pays Dividends—Ask Your Insurance Man.

LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables. homelike atmosphere. Italian foods, also Seafood.

Old newspaper files indicate that in their crude and biased way politicial campaigns of fifty years ago compared favorably with the current model. In the old days candidates for county offices were also nominated in their party conventions from slates made up in smoked-filled rooms.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.

Something must be wrong. . . It's been a whole week and no one has tried to break in at the Rustic Inn. . .

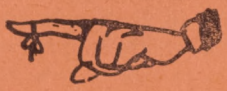
Goodwin J. Knight is the only Veteran in the race for U.S. Senator.

"Trouble is with these young lawyers," said one private secretary to another p.s., "they are always contesting your will."

ROSE CLEANERS, 18045 Sonoma Highway, Boyes Hot Springs, Phone Guy or Rose Bounds at WEbster 8-2724—

Elect...

CLEM MILLER



to

CONGRESS

November 4th Is Election Day

BANCROFT NURSERY, Sonoma. Is the place to order flowers For all occasions — They Will Deliver — Ph. WE 8-2902.

President Eisenhower's demand for a "Fumigation" of Labor can be helped by your vote on Nov. 4th. . . YES on Prop. 18.

It will soon be Christmas, so don't forget the service men overseas. . . Regular mail must be sent by Nov. 20th. Air mail Dec. 10th.

When in the Cloverdale area stop at the best service station for the best deal in tires. . . BILL'S OK AUTO FLOAT.

A little boy swallowed a fifty cent piece. His mother took him to the hospital and after due consideration the doctor said he'll be O.K. When the doctor called in the next morning to check on the little boy, the nurse said, "No change yet, doctor."

THE GLEN BOOKSHOP and fountain is now open to serve you, with gifts, cards, books, coffee and short orders at Glen Ellen.

If you are having trouble making up your mind on which candidate to vote for . . . here is a simple rule to go by. . . Pick out all the Veterans and vote for the World War II Vets first, then the World War I Vets. . . If you find a race without a Veteran pick the young man . . . the old ones have had their chance years ago. . .

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Vote... Yes

On Proposition No. 1

AMERICAN LEGION

MOONBEAMS

Glad to learn that Colonel Joseph Thebaud has been elected president of the Valley of the Valley of the Moon Vintage Festival Assn. Let's hope he picks a good squad to work with him. . .

LEADERSHIP... to trust with your future...with California's future

Bill Knowland with daughter, Estelle and granddaughter, Emelyn.

BILL KNOWLAND Has

- 26 Years of Public Service
- A Consistent Record of Achievement
- A Forthright, Vigorous Program For Our State

ELECT BILL KNOWLAND GOVERNOR

A GREAT STATE DESERVES A GREAT LEADER

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